

# HW Cooking Ingredients and Meals in Sweden

November 2023

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#### 2022 DEVELOPMENTS

More Swedes going meat free as health and environmental concerns grow

Vegetarianism on the rise with players responding with new products

Omega 3 gains attention for its numerous health benefits

#### PROSPECTS AND OPPORTUNITIES

Mixed outlook for health and wellness cooking ingredients and meals as consumers want healthier meals without compromising on taste

Demand for vegetarian, vegan and plant-based products on the up as consumers look to make more ethical choices

Consumers likely to pay more attention to the nutritional profile of the products they buy

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## Health and Wellness in Sweden - Industry Overview

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Overview

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